

Milwaukee St.

Special Area Plan



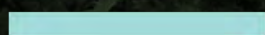
Special Area Plan

- Comprehensive plan establishes citywide framework for land use
- Special Area Plan: refine overall vision, accounting for site specific features
 - Street and block patterns
 - More specifics on land use
 - Park and open space locations and access
 - Bike/Pedestrian networks
 - Street design
- Plan will guide development proposals that may come in the future
 - Development review process provides additional opportunity for public input after plan adoption





POPULATION



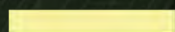
248,951 (2015)

318,951 (2040 projection)

Madison will add 70,000 new residents between now and 2040.



TOTAL HOUSING UNITS



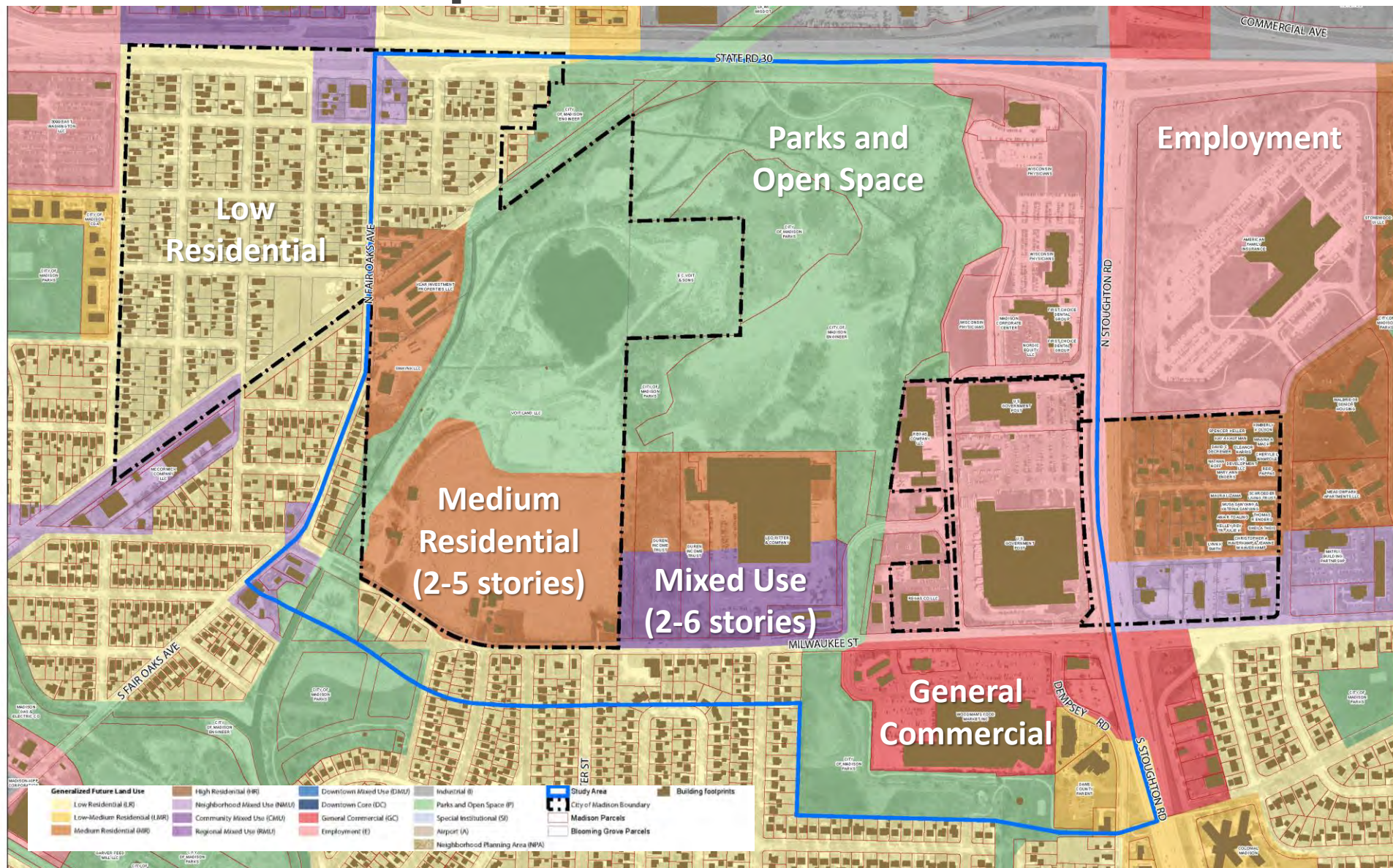
110,000 (2015)

150,000 (2040 projection)

Madison will need to build 40,000 housing units by 2040 to meet the needs of our growing population.



Draft 2018 Comprehensive Plan

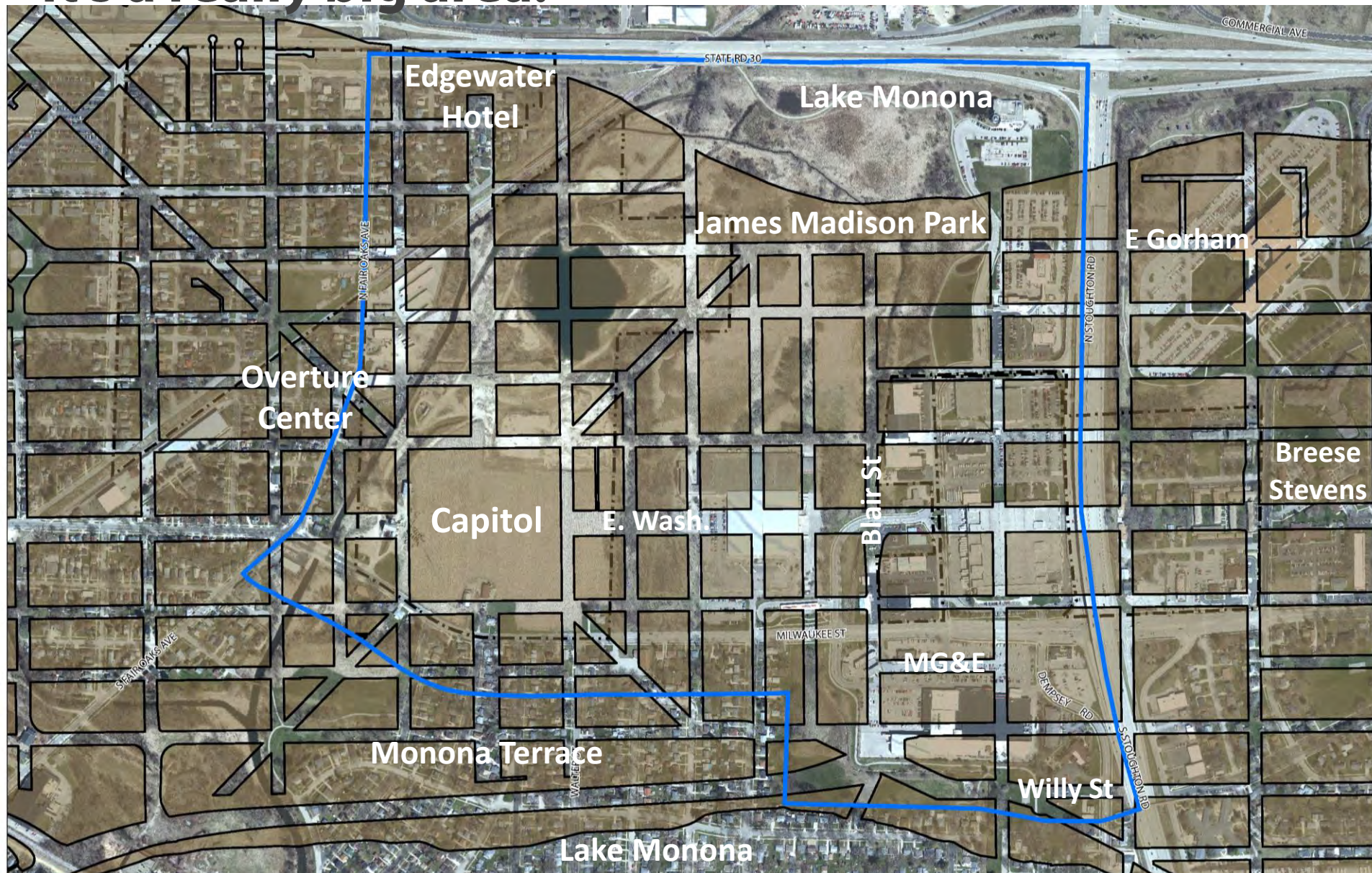




Major sites – potential for change

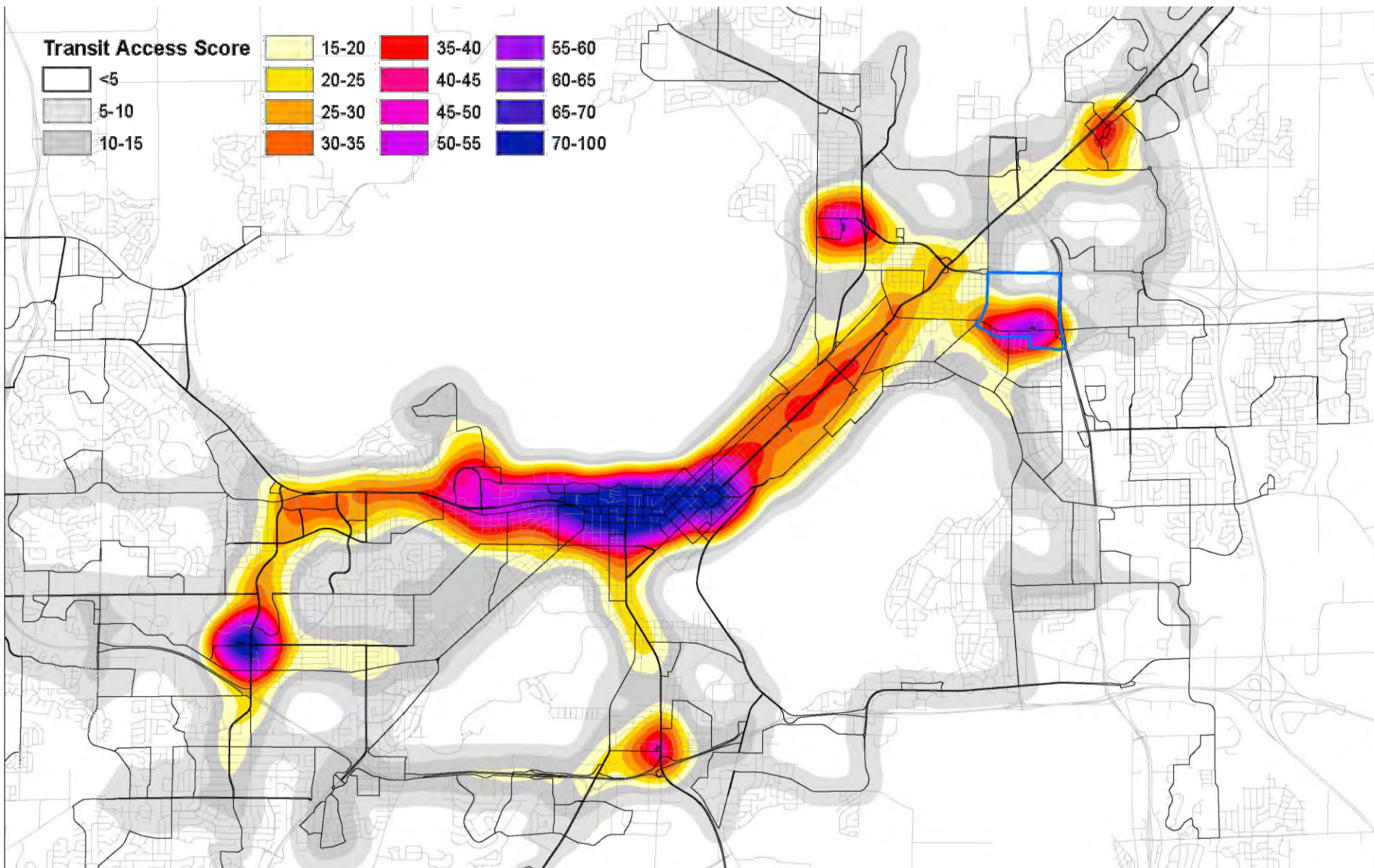


It's a really big area!





Transit



East Transfer Point



Eau Claire Transit Center

Grand River Station Lacrosse, WI





Parks and Open Space

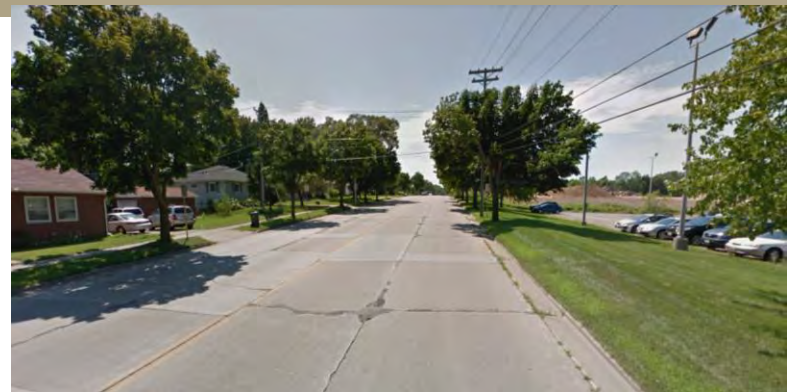


Phase 1 Public Outreach

- **Milwaukee Street:** easier to cross, pedestrian-friendly, manage speed, improve safety
- **Parks:** improvements to park spaces, better access to Starkweather
- **Places to walk to:** neighborhood-oriented retail, services, restaurants, bakery/café, etc.

“It would be nice to have mixed use along Milwaukee St with some sidewalk cafes, public art, fountain, etc -- just to bring life to the street and make it a destination.”

Survey response



Public Outreach

- **Transit:** improve transfer point, park and ride, more frequent off peak service
- **Housing:**
 - Affordability important
 - Options for seniors, families
 - Develop compactly, but not too tall
- **Don't want**
 - Big box
 - High-end/luxury residential
 - Concern about increase housing costs



"...high-end apartments and condos won't fit the neighborhood, which is affordable/working class. I worry about too much concrete, as well as pricing people out of housing."

Survey response



Neighborhood Design Principles

Land Use

- Range of housing options
- Have some place to walk to
- Use parks as a neighborhood focal point
- Locate more people closer to amenities

Transportation

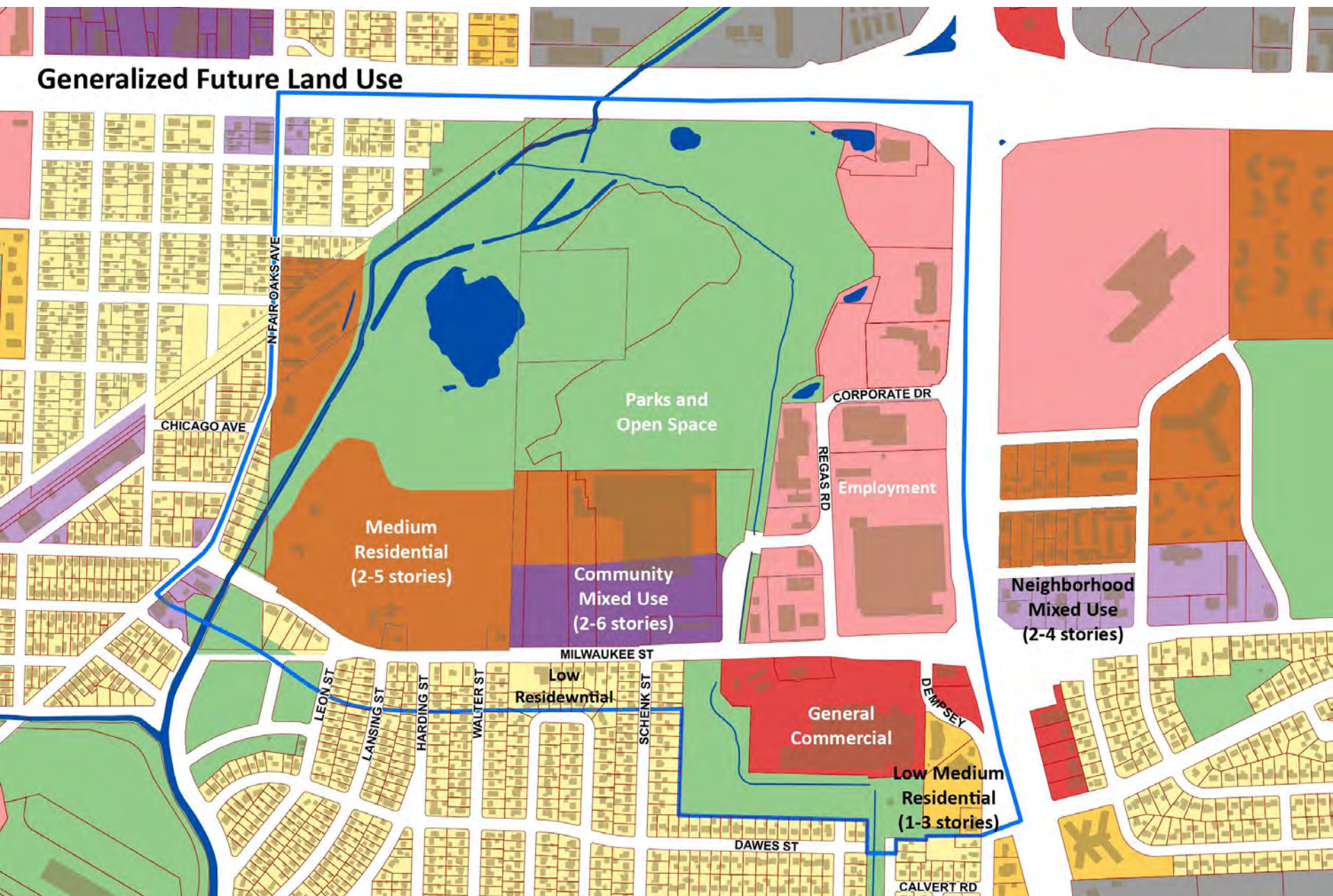
- Connectivity is the building block of neighborhoods
- Create direct routes to amenities
- Encourage transit, biking and walking
- Create streets – not roads



Milwaukee St. Special Area Plan



Generalized Future Land Use

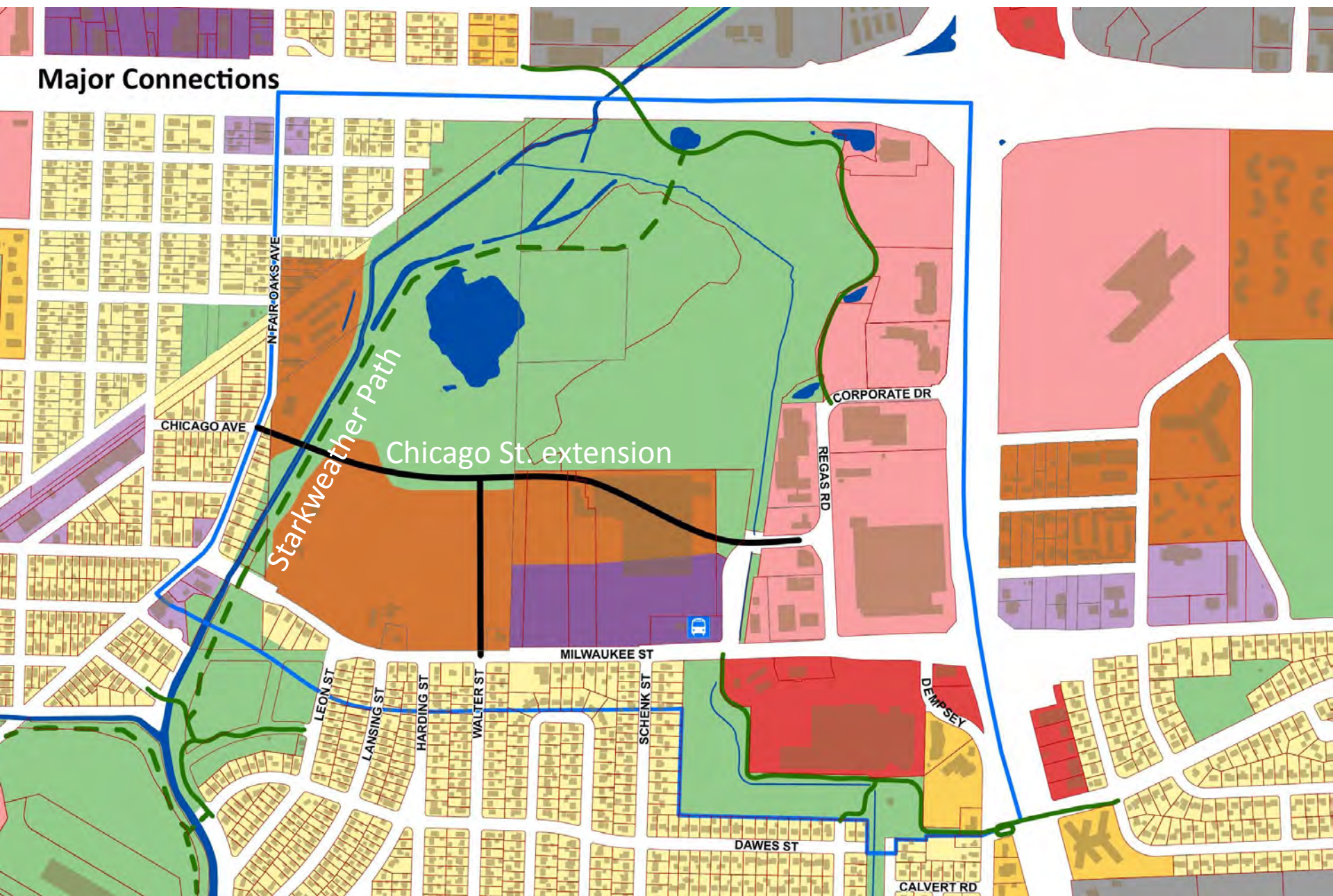




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Major Connections

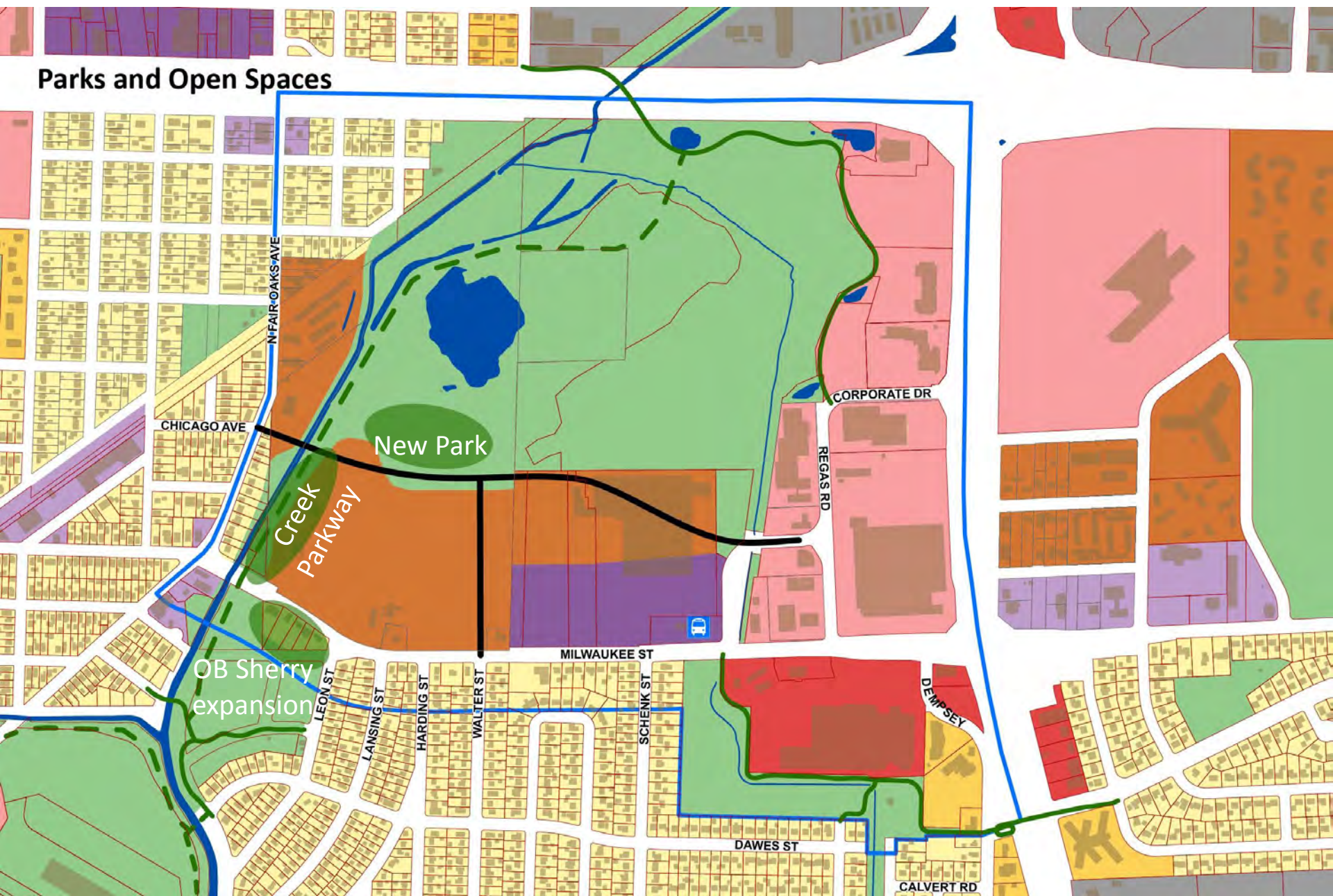




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Parks and Open Spaces

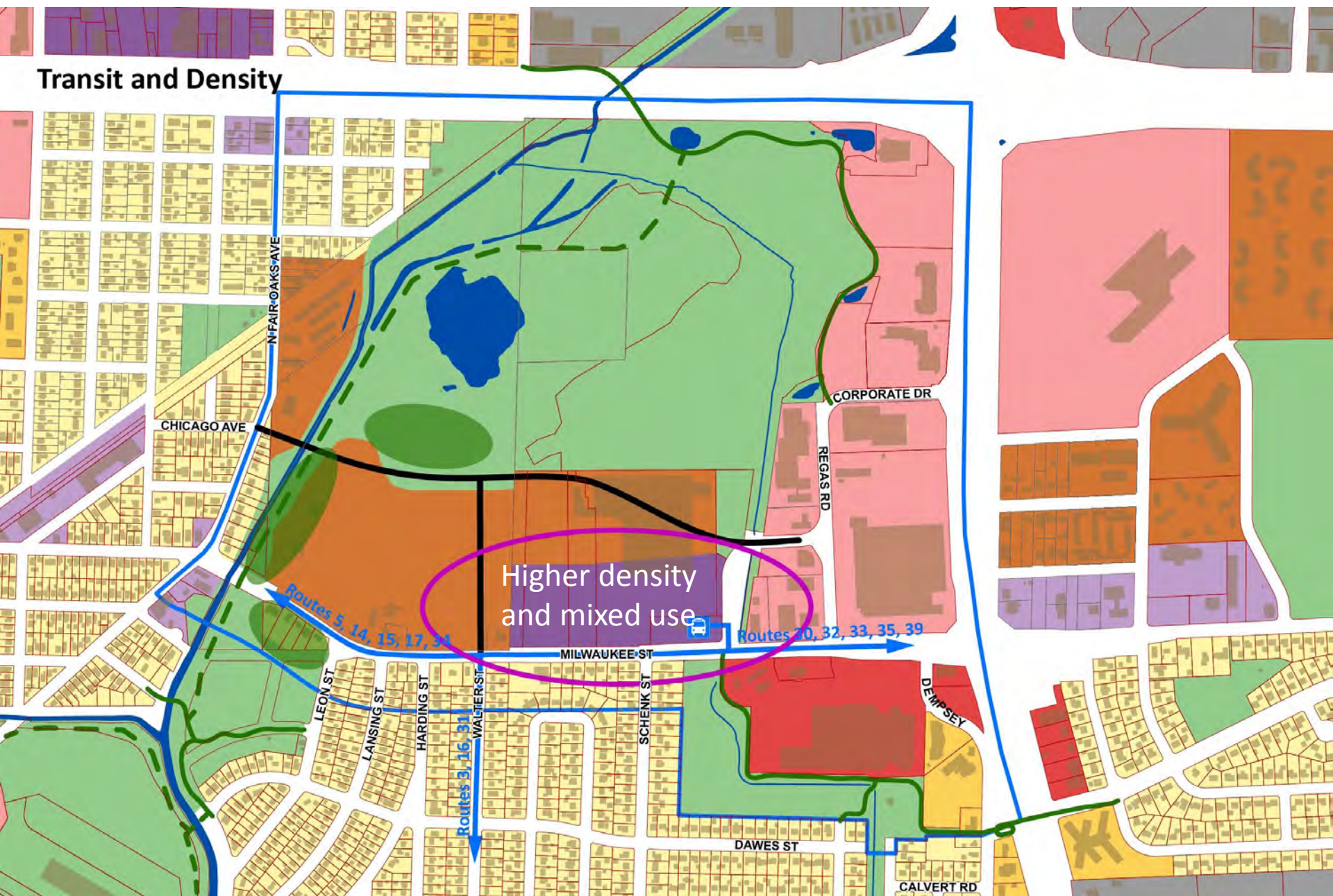




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Transit and Density

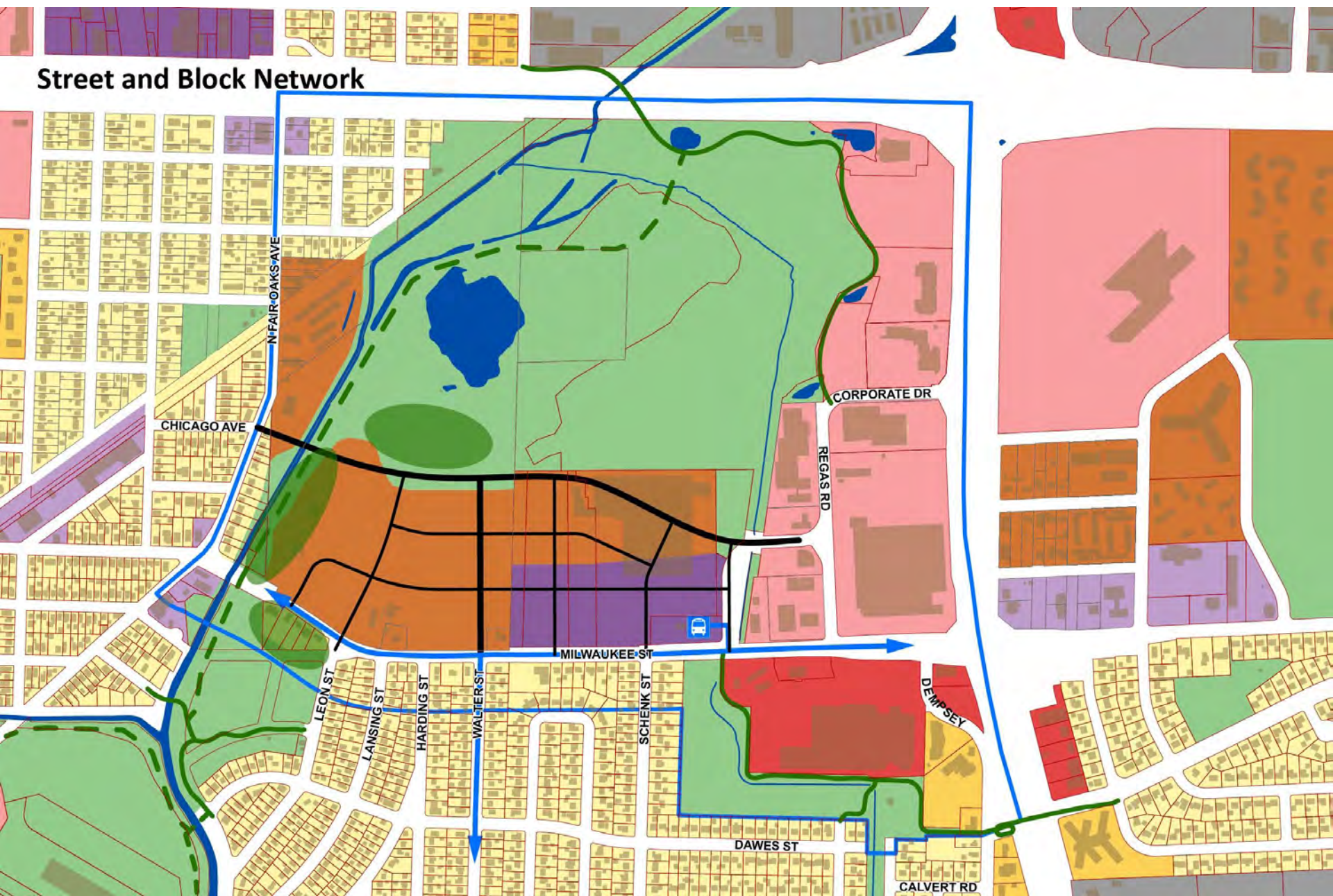




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Street and Block Network

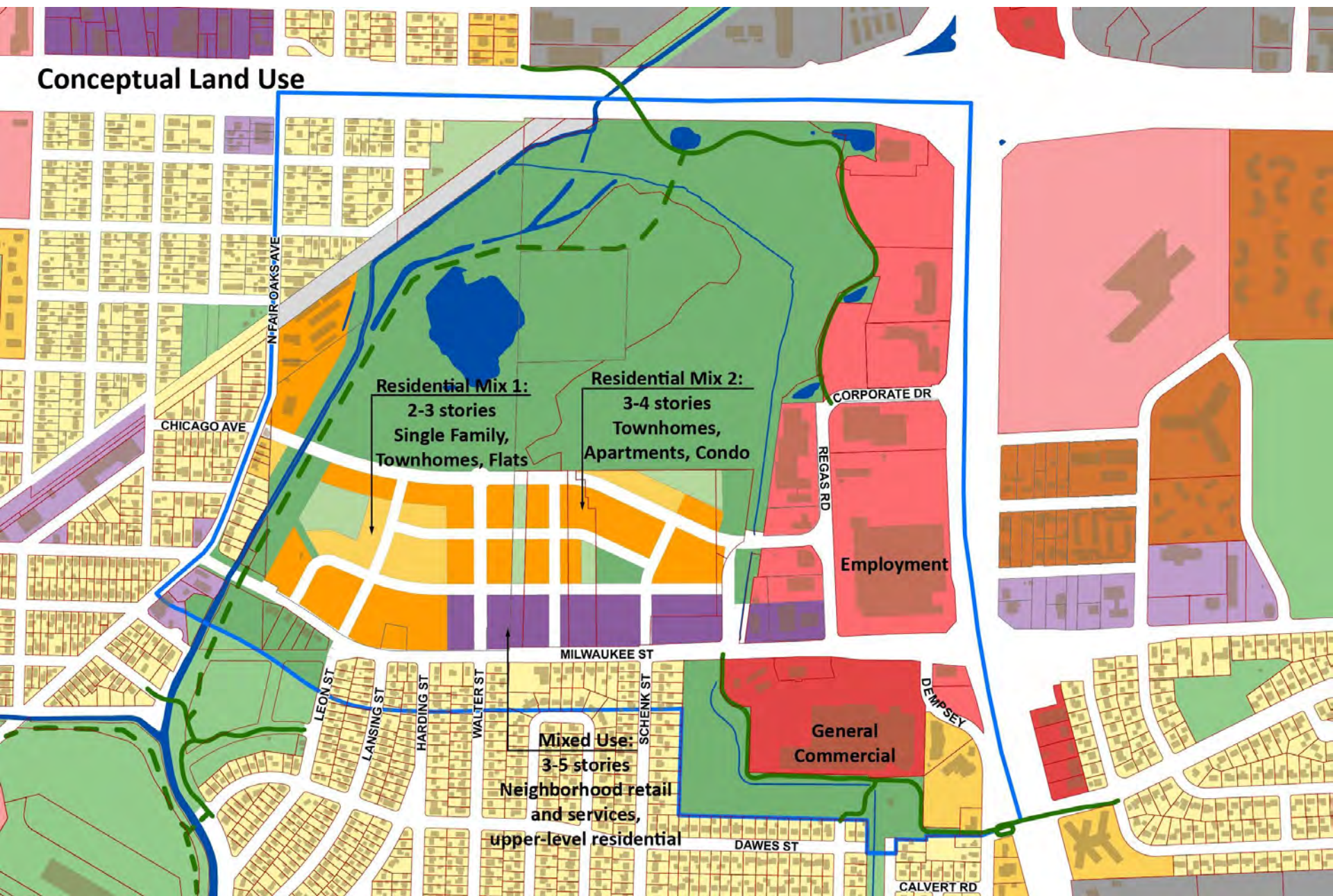




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Conceptual Land Use



Residential Mix 1

- 2-3 stories
- Single Family, Townhomes, Flats/duplexes



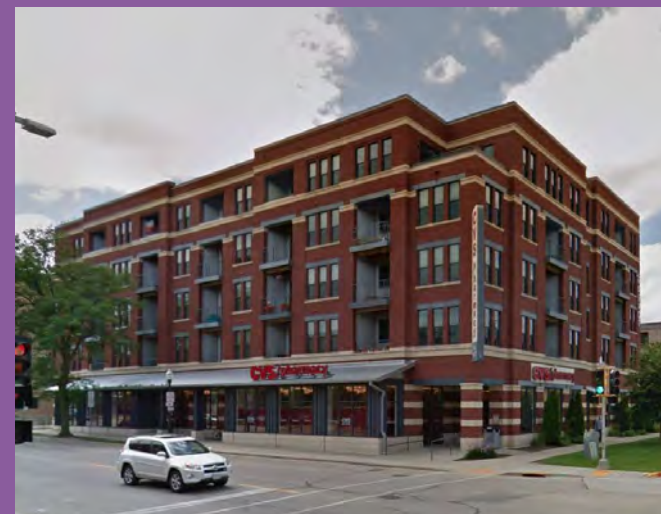
Residential Mix 2

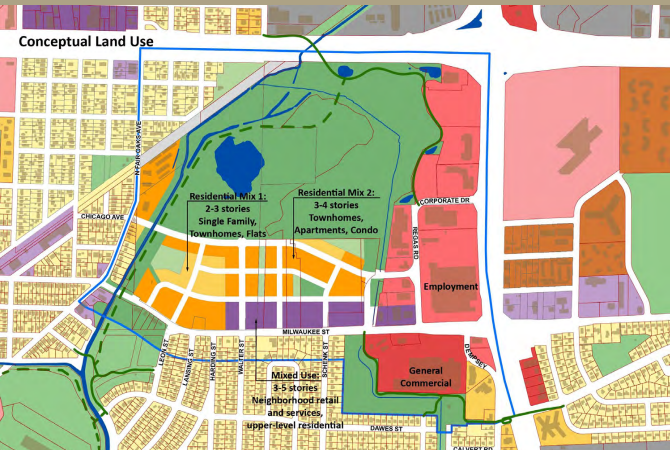
- 3-4 stories
- Townhomes, apartments, condominiums



Mixed Use

- 3-5 stories
- Retail or active ground floor use
- Residential uses above



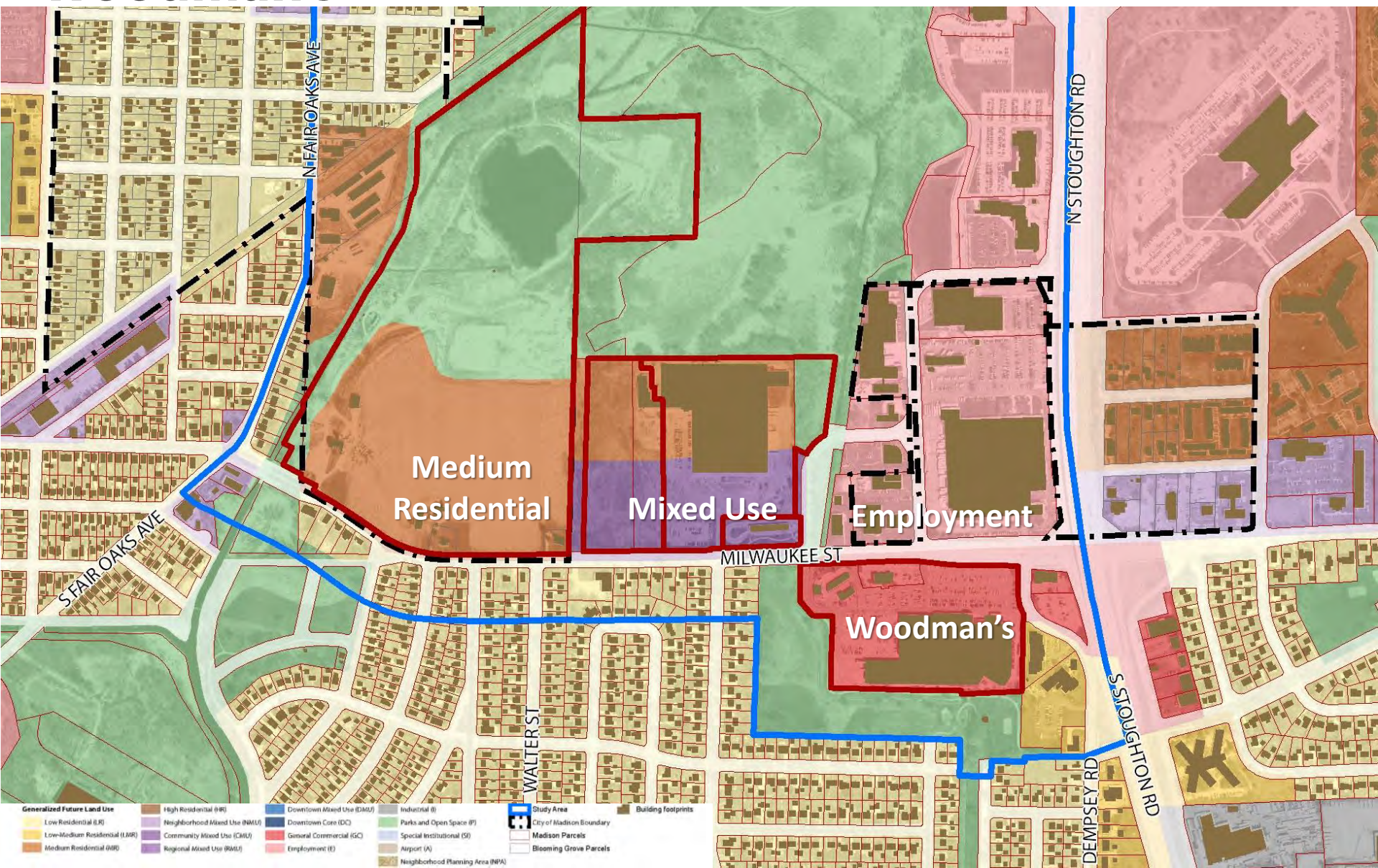




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Woodman's

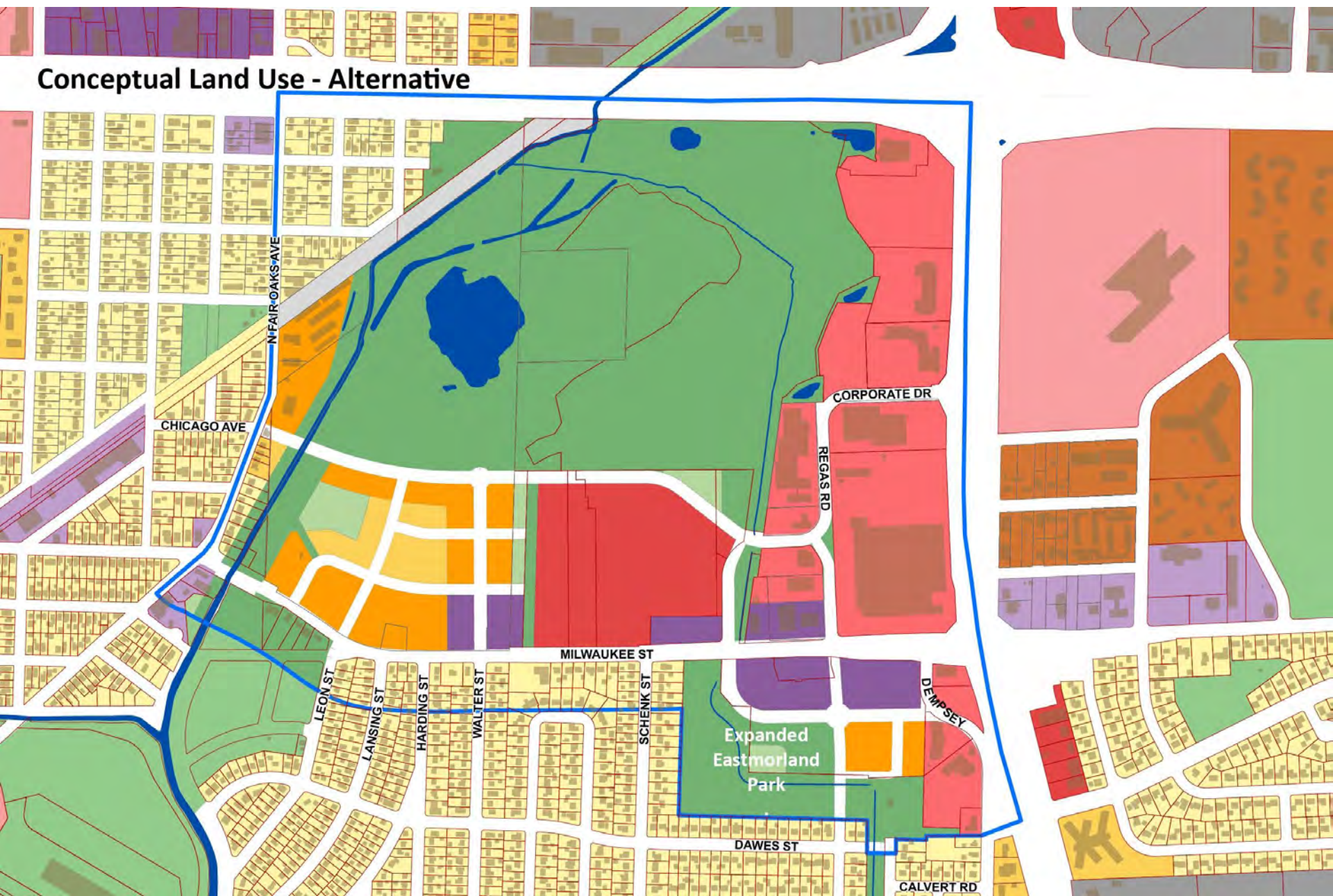




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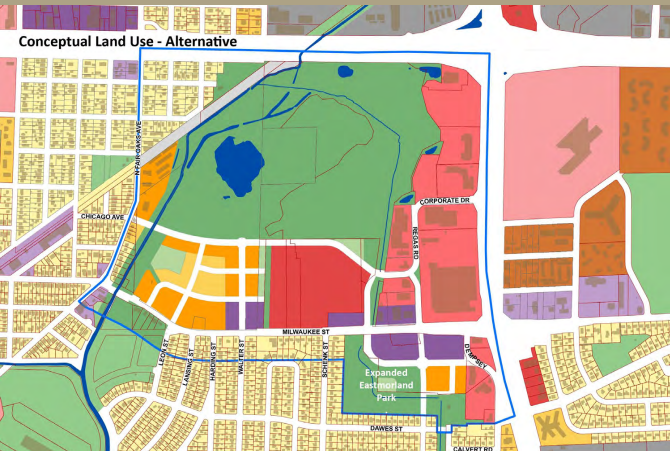


Conceptual Land Use - Alternative





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Milwaukee Street Conceptual Design

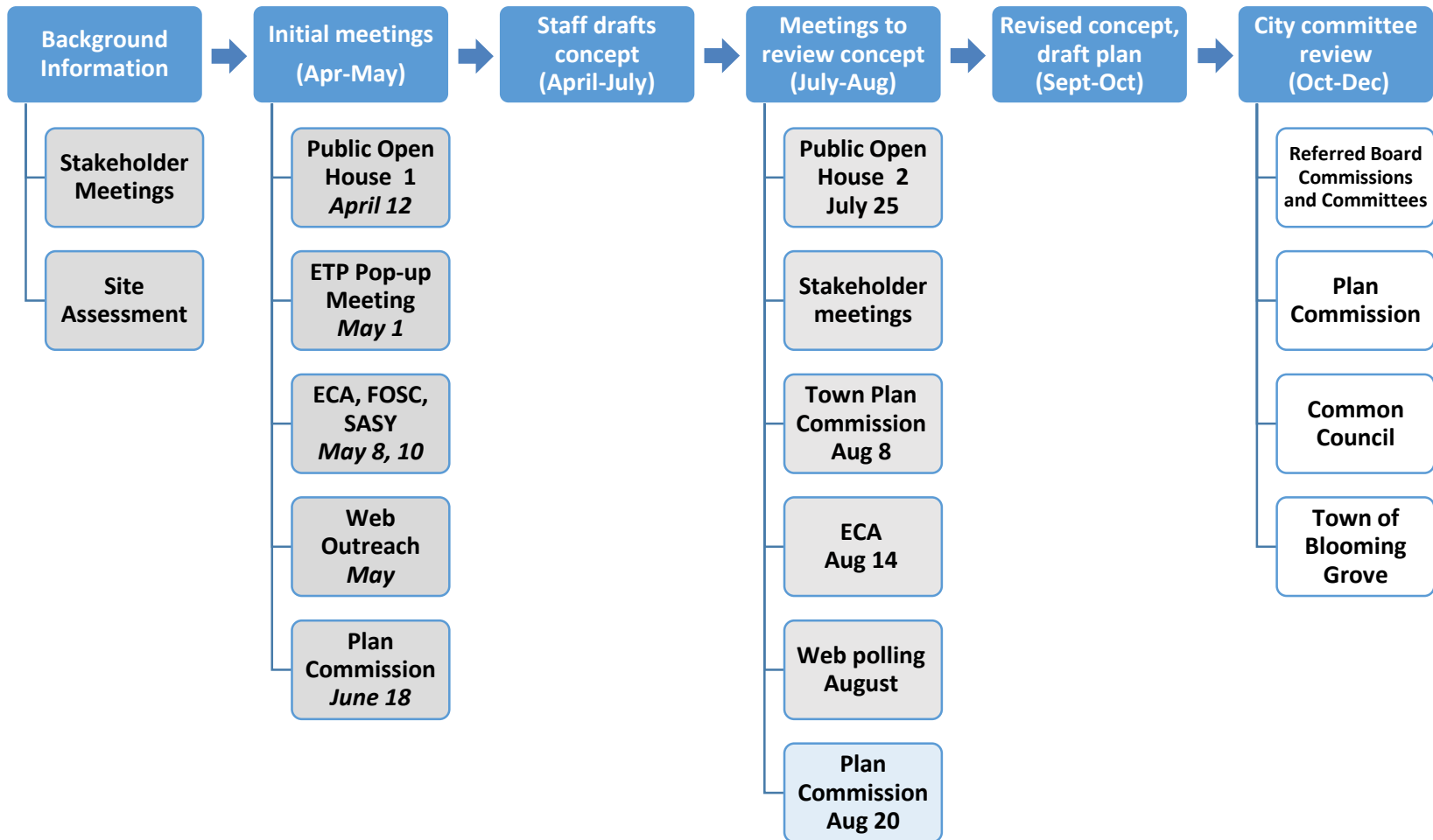
- Walter to Fair Oaks



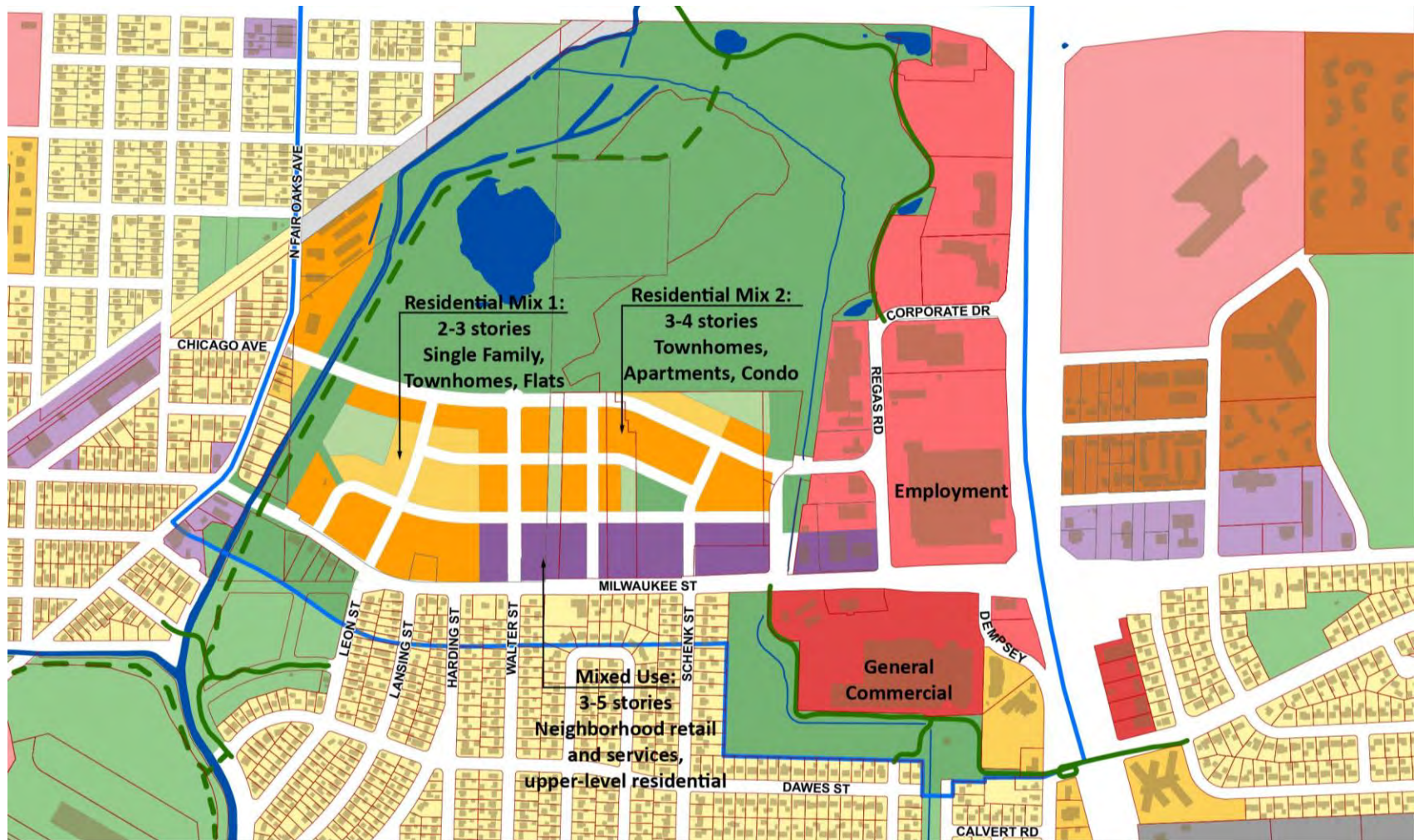
- Phosphorous recovery project
- Lower resident VMT anticipated
- LEED ND potential
- 100+ acre Starkweather Park and open space



Process Schedule



Questions?



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